



KSHB-TV

ORDER

Print Date 11/02/12 Page 1 of 7

Flight Dates **10/09/12-11/05/12**

Contract / Revision **296906 /**

Original Date / Revision
11/02/12 11/02/12

Advertiser **DSCC IE**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1139**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	121	\$65,853.75	\$77,475.00	0.00	10/01/12	10/28/12	121	\$65,853.75	\$77,475.00
November 2012	65	\$33,468.75	\$39,375.00	0.00	10/29/12	11/05/12	65	\$33,468.75	\$39,375.00
Totals	186	\$99,322.50	\$116,850.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/09/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	4	\$250.00	P-1	0.00 NM	11	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/09/12	10/15/12	MTWTF--		2				\$250.00		0.00		
		Week: 10/16/12	10/22/12	MTWTF--		2				\$250.00		0.00		
		Week: 10/23/12	10/29/12	MTWTF--		3				\$250.00		0.00		
		Week: 10/30/12	11/05/12	MTWTF--		4				\$250.00		0.00		
2	KSHB	10/09/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/09/12	10/15/12	MTWTF--		2				\$500.00		0.00		
		Week: 10/16/12	10/22/12	MTWTF--		2				\$500.00		0.00		



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	KSHB	10/09/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--					2	\$500.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$500.00		0.00		
3	KSHB	10/09/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	7	\$600.00	P-1	0.00 NM	18	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					4	\$600.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					2	\$600.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					5	\$600.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					7	\$600.00		0.00		
4	KSHB	10/09/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$250.00	P-2	0.00 NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$250.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					2	\$250.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$250.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$250.00		0.00		
5	KSHB	10/09/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$225.00	P-1	0.00 NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$225.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$225.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$225.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$225.00		0.00		
6	KSHB	10/09/12	11/05/12	M-F 1-2p Today Show	CM	1-2p	MTWTF--	:30	1	\$150.00	P-1	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					1	\$150.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$150.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					1	\$150.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					1	\$150.00		0.00		
7	KSHB	10/09/12	11/05/12	M-F 2-3p The Doctors	CM	2-3p	MTWTF--	:30	4	\$150.00	P-1	0.00 NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$150.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$150.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					4	\$150.00		0.00		
8	KSHB	10/14/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$300.00		0.00		
Week:		10/16/12	10/22/12	-----S					1	\$300.00		0.00		
Week:		10/23/12	10/29/12	-----S					1	\$300.00		0.00		
Week:		10/30/12	11/05/12	-----S					1	\$300.00		0.00		
9	KSHB	10/14/12	11/04/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$900.00	P-2	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00		
Week:		10/16/12	10/22/12	-----S					1	\$900.00		0.00		
Week:		10/23/12	10/29/12	-----S					1	\$900.00		0.00		
Week:		10/30/12	11/05/12	-----S					1	\$900.00		0.00		



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
10	KSHB	10/09/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		3				\$400.00		0.00		
	Week:	10/16/12	10/22/12	MTWTF--		1				\$400.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		1				\$400.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		4				\$400.00		0.00		
11	KSHB	10/09/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	4	\$425.00	P-2	0.00 NM	15	\$6,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		3				\$425.00		0.00		
	Week:	10/16/12	10/22/12	MTWTF--		4				\$425.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		4				\$425.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		4				\$425.00		0.00		
E 12	KSHB	10/09/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	5	\$600.00	P-1	0.00 NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		4				\$600.00		0.00		
	Week:	10/16/12	10/22/12	-----		0				\$0.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		3				\$600.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		5				\$600.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	15	KSHB	10/30/12-11/05/12	NBC Action News at 5p		5-530p	MTWThF----	:30		(\$600.00)		0.00 NM		
			See MG 12.20											
			[rate]											
	20	KSHB	10/30/12-11/04/12	Sa 630-7p		630-7p	-----Sa--	:30		\$600.00		0.00 NM		
			Ⓜ MG for 12.15 11/01											
13	KSHB	10/09/12	11/05/12	Nightly News NBC Nightly News	CM	530-6p	MTWTF--	:30	4	\$1,100.00	P-3	0.00 NM	16	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		4				\$1,100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	KSHB	10/09/12-10/15/12	Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
			See MG 13.17, 13.18											
			[na at order entry --es]											
	3	KSHB	10/09/12-10/15/12	Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
			See MG 13.17, 13.18											
			[na at order entry --es]											
17	KSHB	10/09/12-10/15/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
			Ⓜ MG for 13.3, 13.2											
18	KSHB	10/09/12-10/15/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
			Ⓜ MG for 13.3, 13.2											
	Week:	10/16/12	10/22/12	MTWTF--		3				\$1,100.00		0.00		



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**Product **DSCC IE**Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	KSHB	10/09/12	11/05/12	Nightly News NBC Nightly News	CM	530-6p	MTWTF--	:30	4	\$1,100.00	P-3	0.00 NM	16	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			3		\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
See MG 13.19, 13.20														
[na at order entry --es]														
6	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
See MG 13.21, 13.22														
[na at order entry --es]														
7	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
See MG 13.19, 13.20														
[na at order entry --es]														
19	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
Ⓜ MG for 13.5, 13.7														
20	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
Ⓜ MG for 13.5, 13.7														
21	KSHB	10/22/12-10/25/12		Nightly News		530-6p	MTWTh-----	:30		\$1,100.00		0.00 NM		
Ⓜ MG for 13.10, 13.6														
22	KSHB	10/22/12-10/25/12		Nightly News		530-6p	MTWTh-----	:30		\$1,100.00		0.00 NM		
Ⓜ MG for 13.10, 13.6														
Week:		10/23/12	10/29/12	MTWTF--			4		\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KSHB	10/23/12-10/29/12		Nightly News		530-6p	MTWThF----	:30		(\$1,100.00)		0.00 NM		
See MG 13.21, 13.22														
[na at order entry --es]														
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,100.00		0.00			
14	KSHB	10/09/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-1	0.00 NM	14	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5		\$900.00		0.00			
Week:		10/16/12	10/22/12	-----			0		\$0.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--			5		\$900.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--			4		\$900.00		0.00			
15	KSHB	10/13/12	11/03/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-			1		\$450.00		0.00			
Week:		10/16/12	10/22/12	-----S-			1		\$450.00		0.00			
Week:		10/23/12	10/29/12	-----S-			1		\$450.00		0.00			
Week:		10/30/12	11/05/12	-----S-			1		\$450.00		0.00			
16	KSHB	10/14/12	11/04/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S			1		\$400.00		0.00			
Week:		10/16/12	10/22/12	-----S			1		\$400.00		0.00			
Week:		10/23/12	10/29/12	-----S			1		\$400.00		0.00			
Week:		10/30/12	11/05/12	-----S			1		\$400.00		0.00			
17	KSHB	10/09/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$600.00	P-3	0.00 NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			3		\$600.00		0.00			



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

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Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
17	KSHB	10/09/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$600.00	P-3	0.00 NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/16/12	10/22/12	MTWTF--		4			\$600.00			0.00		
	Week:	10/23/12	10/29/12	MTWTF--		4			\$600.00			0.00		
	Week:	10/30/12	11/05/12	MTWTF--		4			\$600.00			0.00		
19	KSHB	10/10/12	10/31/12	Wednesday Prime C Law & Order SVU	CM	9-10p	--W----	:30	1	\$1,400.00	P-2	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/09/12	10/15/12	--W----		1			\$1,400.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	10/09/12-10/15/12	Wednesday Prime C		9-10p	--W-----	:30		(\$1,400.00)		0.00 NM		
	See MG 19.5,19.6 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	Week:	10/16/12	10/22/12	--W----		1			\$1,400.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	KSHB	10/16/12-10/22/12	Wednesday Prime C		9-10p	--W-----	:30		(\$1,400.00)		0.00 NM		
	See MG 19.5,19.6 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	5	KSHB	10/10/12-10/10/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00 NM		
	Ⓜ MG for 19.1,19.2													
	6	KSHB	10/16/12-10/24/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00 NM		
	Ⓜ MG for 19.1,19.2													
	Week:	10/23/12	10/29/12	--W----		1			\$1,400.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	3	KSHB	10/23/12-10/29/12	Wednesday Prime C		9-10p	--W-----	:30		(\$1,400.00)		0.00 NM		
	See MG 19.7,19.8 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	Week:	10/30/12	11/05/12	--W----		1			\$1,400.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	4	KSHB	10/30/12-11/05/12	Wednesday Prime C		9-10p	--W-----	:30		(\$1,400.00)		0.00 NM		
	See MG 19.7,19.8 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	7	KSHB	10/24/12-10/31/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00 NM		
	Ⓜ MG for 19.3,19.4													
	8	KSHB	10/24/12-10/31/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00 NM		
	Ⓜ MG for 19.3,19.4													
20	KSHB	10/12/12	11/02/12	Friday Prime A What do you Think	CM	7-8p	----F--	:30	1	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/09/12	10/15/12	----F--		1			\$1,200.00			0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	10/09/12-10/15/12	Friday Prime A		7-8p	----F--	:30		\$1,200.00		0.00 NM		
	Week:	10/16/12	10/22/12	----F--		1			\$1,200.00			0.00		



KSHB-TV

Print Date: 11/02/12

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Contract / Revision 296906 Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser DSCC IE

Product DSCC IE

Estimate # 1139

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KSHB	10/12/12	11/02/12	Friday Prime A What do you Think	CM	7-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	----F--	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSHB	10/16/12-10/22/12		Friday Prime A		7-8p	----F--	:30		(\$1,200.00)		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
5	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	----F--	:30		\$1,200.00		0.00	NM		
6	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	----F--	:30		(\$1,200.00)		0.00	NM		
Ⓜ See MG 20.9															
[pgm chg. Go On airing 7-730pm. Guys with Kids airing 730-8pm. sv 10/17/12]															
7	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	----F--	:30		(\$1,200.00)		0.00	NM		
Ⓜ See MG 20.8															
[prg chg. Mockingbird Lane airing 7-8pm. sv 10/12/12]															
8	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	----F--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 20.7 10/26															
9	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	----F--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 20.6 11/02															
Week:		10/23/12	10/29/12	----F--	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSHB	10/23/12-10/29/12		Friday Prime A		7-8p	----F--	:30		(\$1,200.00)		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
Week:		10/30/12	11/05/12	----F--	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSHB	10/30/12-11/05/12		Friday Prime A		7-8p	----F--	:30		(\$1,200.00)		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
21	KSHB	10/12/12	11/02/12	Friday Prime C Dateline	CM	9-10p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	----F--	1		\$1,500.00		0.00						
Week:		10/16/12	10/22/12	----F--	1		\$1,500.00		0.00						
Week:		10/23/12	10/29/12	----F--	1		\$1,500.00		0.00						
Week:		10/30/12	11/05/12	----F--	1		\$1,500.00		0.00						
22	KSHB	10/13/12	11/03/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-	1		\$500.00		0.00						
Week:		10/16/12	10/22/12	-----	0		\$0.00		0.00						
Week:		10/23/12	10/29/12	-----	0		\$0.00		0.00						
Week:		10/30/12	11/05/12	-----S-	1		\$500.00		0.00						
23	KSHB	10/09/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$1,300.00	P-1	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	2		\$1,300.00		0.00						
Week:		10/16/12	10/22/12	-----	0		\$0.00		0.00						
Week:		10/23/12	10/29/12	MTWTF--	3		\$1,300.00		0.00						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,300.00		0.00						
24	KSHB	10/13/12	11/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



KSHB-TV

Print Date: 11/02/12

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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
24	KSHB	10/13/12	11/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	-----S-					1	\$1,000.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	-----S-					1	\$1,000.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	-----S-					1	\$1,000.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	-----S-					1	\$1,000.00		0.00			
													Totals	186	\$116,850.00



KSHB-TV

ORDER

Flight Dates **10/31/12-11/05/12**

Contract / Revision **316283 /**
Original Date / Revision
 11/02/12 11/02/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # **10.31-11.5 Add**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	30	\$14,535.00	\$17,100.00	0.00	10/29/12	11/05/12	30	\$14,535.00	\$17,100.00
Totals	30	\$14,535.00	\$17,100.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-WTF--		1			\$150.00		0.00			
2	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WTF--	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$800.00		0.00			
3	KSHB	10/31/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-WTF--	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$1,100.00		0.00			



KSHB-TV

Print Date: 11/02/12

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Contract / Revision **316283** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **10.31-11.5 Add**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	KSHB	10/31/12	11/05/12	Today Show II Today Show II	CM	9-10a	M- WTF- -	:30	2	\$300.00	P-1	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					2	\$300.00		0.00		
5	KSHB	10/31/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M- WTF- -	:30	3	\$100.00	P-2	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					3	\$100.00		0.00		
E 6	KSHB	10/31/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	M- WTF- -	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					1	\$250.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	KSHB	10/30/12-11/05/12		M-F 3-4p		3-4p		M- WThF- - - -	:30	(\$250.00)		0.00 NM		
See MG 6.2														
[Network Breaking News]														
2	KSHB	10/30/12-11/04/12		Sa 8-10a		8a-10a		- - - - - Sa- -	:30	\$250.00		0.00 NM		
Ⓜ MG for 6.1 10/31														
7	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M- WTF- -	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					1	\$350.00		0.00		
8	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M- WTF- -	:30	1	\$550.00	P-1	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					1	\$550.00		0.00		
9	KSHB	10/31/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M- WTF- -	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					1	\$100.00		0.00		
10	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M- WTF- -	1:00	3	\$300.00	P-2	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					3	\$300.00		0.00		
11	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M- WTF- -	1:00	2	\$1,000.00	P-1	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					2	\$1,000.00		0.00		
12	KSHB	10/31/12	11/05/12	Today Show Today Show	CM	7-9a	M- WTF- -	1:00	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					1	\$1,500.00		0.00		
13	KSHB	10/31/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- WTF- -	1:00	3	\$350.00	P-2	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					3	\$350.00		0.00		
14	KSHB	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- WTF- -	1:00	3	\$300.00	P-2	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M- WTF- -					3	\$300.00		0.00		
15	KSHB	10/31/12	11/05/12		CM	12-1p	M- WTF- -	1:00	1	\$200.00	P-2	0.00 NM	1	\$200.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1p											
				M-F 12-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$200.00	0.00					
16	KSHB	10/31/12	11/05/12	M-F 1-2p	CM	1-2p	M-WTF--	1:00	1	\$200.00	P-2	0.00	NM	0	\$0.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSHB	10/30/12-11/05/12		M-F 1-2p		1-2p	M-WThF----	1:00		(\$200.00)	0.00	NM			
Credited															
17	KSHB	10/31/12	11/05/12	M-F 4-430p	CM	4-430p	M-WTF--	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$700.00	0.00					
18	KSHB	10/31/12	11/05/12	M-F 430-5p	CM	430-5p	M-WTF--	1:00	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Action News @ 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$650.00	0.00					
19	KSHB	10/31/12	11/05/12	NBC Action News at 5p	CM	5-530p	M-WTF--	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				NBC Action News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$1,200.00	0.00					
20	KSHB	10/31/12	11/05/12	NBC Action News at 6p	CM	6-630p	M-WTF--	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				NBC Action News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$1,600.00	0.00					
21	KSHB	10/31/12	11/05/12	M-F 630-7p	CM	630-7p	M-WTF--	1:00	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--			1		\$2,200.00	0.00					
Totals														30	\$17,100.00